



• Fiscal Year 2017 – July 1, 2016 to June 30, 2017 •

## A MESSAGE FROM THE CITY MANAGER



### WHO ARE WE? We are your local public servants

We were so privileged to work for you this past year. City employees are a diverse team of talented women and men who apply their great expertise and professional commitment to provide Rockville with services and amenities that are among the best of any city. Together, we work to advance the goals and initiatives set by your elected Mayor and Council, who guide us with their vision and leadership. The result: 92 percent of residents surveyed in the latest community survey describe the city's overall quality of life as "good" or "excellent."

Our employees *chose* to devote their working life to serve this community, rather than work in the private sector, or for a different government. They care and are committed. And you can see the fruit of their labor everywhere you look in Rockville. Many of these folks perform physically demanding, sometimes hazardous work, in all types of weather. Others apply themselves quietly, but very productively, in office or support roles, which are sometimes nearly invisible and thankless. But these employees come to work every day and give it their all, because they know that their contribution matters. And they believe in our mission: *to constantly improve the quality of life in Rockville.*

We now pause to mark and celebrate yet another year of their accomplishments, described in these pages. But the fun facts and data presented here tell only *part* of the story of their productivity on your behalf. The rest is the human story, a story of thousands of quality human interactions with our residents each year by the most skilled, creative and caring employees that can be found anywhere!

We invite you to engage us with your questions and suggestions, to speak at our meetings, and to think about joining one of our many volunteer boards and commissions. So what can we do better? Tell us ... or join us. In the end, the question "Who are we?" is best defined by a successful relationship with you, our residents. And *next year* will be even better!

  
Rob DiSpirito

## Mayor and Council Priority Initiatives for Fiscal Year 2017

The Mayor and Council set priority initiatives for the 2016-2019 term. This work plan, which guided city staff throughout Fiscal Year 2017, captures the Mayor and Council's long-term vision for the community.

### Good Governance

- Review the scope and role of the city's boards and commissions and make appropriate changes; and review the systems and processes to create, appoint and sunset city boards and commissions.
- Review existing codes and policies based on the scoring of the Human Rights Campaign's Municipal Equality Index and identify modifications to enhance LGBT nondiscrimination.
- Re-establish office space for councilmembers.
- Develop an open data initiative that includes all aspects of city governance.
- Partner with other jurisdictions to meaningfully engage with Montgomery County Public Schools, Montgomery County government and the state to promote school construction.

### Safe and Livable Neighborhoods

- Modify and incentivize the required percentage of various housing requirements (affordable and workforce) in new development.
- Develop a plan to increase physical connectivity of neighborhoods.
- Beautify the concrete walls under the railroad tracks at Middle Lane and Park Road.
- Review and agree upon the scope



of duties of the Rockville City Police Department and determine appropriate staffing.

- Adopt and implement Vision Zero and engage the community in implementation.

### Efficient and Effective City Service Delivery

- Finish the Compensation and Classification Plan.
- Receive the Senior Service Study and develop a multiyear implementation plan.

### Planning and Preservation

- Receive the Rockville Pike Neighborhood Plan from the Planning Commission and adopt it in 2016.
- Examine the appropriateness of different development standards around Metro stations.
- Complete the Comprehensive Master Plan revision by 2018.
- Formulate the conditions under which Rockville can support bus rapid transit.
- Hire a consultant to conduct a feasibility

study for a pilot trolley/streetcar program.

### Informed and Engaged Residents

- Increase the city's proactive outreach to diverse populations.

### Economic Development

- Formulate a policy on economic incentives and develop supportive programs.
- Encourage Marriott to relocate their corporate headquarters to Rockville (near the Twinbrook Metro station).
- Explore mechanisms to encourage neighborhood shopping center revitalization and explore additional zoning and uses.

### Stewardship of Infrastructure

- Establish a task force on the King Farm Farmstead.
- Adopt a sustainable fleet policy.
- Create a community climate action plan developed by a citizens' task force.



Get Into It

**GET INVOLVED  
IN YOUR  
CITY AND  
COMMUNITY**

### CONTACT THE MAYOR AND COUNCIL

- [mayorcouncil@rockvillemd.gov](mailto:mayorcouncil@rockvillemd.gov)
- 111 Maryland Ave., Rockville, MD 20850
- 240-314-8280

### SPEAK AT COMMUNITY FORUM

- Held during most Mayor and Council meetings, residents may speak on any topic for up to three minutes. Call 240-314-8280 to sign up.

### MAKE A REQUEST, REPORT A PROBLEM OR COMMENT ON CITY SERVICES

- [www.rockvillemd.gov/reportaconcern](http://www.rockvillemd.gov/reportaconcern)
- 240-314-8139
- 111 Maryland Ave., Rockville, MD 20850

### SERVE ON A BOARD OR COMMISSION

- Learn about vacancies or obtain an application. Email [cityclerk@rockvillemd.gov](mailto:cityclerk@rockvillemd.gov) or visit [www.rockvillemd.gov/boardscommissions](http://www.rockvillemd.gov/boardscommissions).

### BECOME A VOLUNTEER

- Contact the Recreation and Parks Department at 240-314-8620 or the Community Services Division at 240-314-8310. Learn more at [www.rockvillemd.gov/volunteer](http://www.rockvillemd.gov/volunteer).



### MAYOR

Bridget Donnell Newton

### COUNCILMEMBERS

Beryl L. Feinberg  
Virginia D. Onley  
Julie Palakovich Carr  
Mark Pierzchala

### CITY MANAGER

Rob DiSpirito

### CITY ATTORNEY

Debra Yerg Daniel

### CITY CLERK/DIRECTOR OF COUNCIL OPERATIONS

Kathleen A. Conway

### DEPUTY CITY MANAGER

Jennifer Kimball

### DIRECTOR OF COMMUNICATION

Marylou Berg

### ACTING DIRECTOR OF COMMUNITY PLANNING & DEVELOPMENT SERVICES

Andrew Gunning

### CHIEF FINANCIAL OFFICER/ DIRECTOR OF FINANCE

Gavin Cohen

### DIRECTOR OF HUMAN RESOURCES

Karen Marshall

### DIRECTOR OF INFORMATION TECHNOLOGY

Nicholas Obodo

### ACTING CHIEF OF POLICE

Bob Rappoport

### DIRECTOR OF PROCUREMENT

Jessica Blow

### DIRECTOR OF PUBLIC WORKS

Craig L. Simoneau

### DIRECTOR OF RECREATION AND PARKS

Tim Chesnutt

City of Rockville  
111 Maryland Ave., Rockville, MD 20850  
240-314-5000 • [www.rockvillemd.gov](http://www.rockvillemd.gov)







40.7

The percent **decrease**, over the past 15 years, in so-called **Part I crimes** reported by city police. Part I crimes against people (murder, rape, robbery and assault) and property (burglary, larceny and theft) decreased from 1,929 in Fiscal Year 2002 to 1,144 in FY 2017.

*"I never realized that you could have so much fun after the age of 60! ... There really is something for everyone and anyone."*  
— **Cindy Cenname, Rockville Senior Center member**



60

Community members **participated** in the annual Citizens Police Academy. RCPD also launched the city's first Senior Citizen Police Academy and first Teen Citizens Police Academy.

61,710

**Meals served** at community centers, including 24,292 served by the Rockville Senior Center, addressing food insecurity for children and the elderly in the community.

1,086



Families that received **food and gifts** through the 2016 Rockville Holiday Drive.

34,307

Recreation program registrations, an **8 percent increase** over FY 2016. A new registration system, purchased in FY 2017 and launched Aug. 1, seeks to improve customer service.



15 Years in operation at the Croydon Creek Nature Center.

261 Programs held at Croydon Creek Nature Center.

4,703 Program participants at Croydon Creek Nature Center.



35

Years in operation at the Rockville Senior Center. Anniversary events included a dinner dance and a **Hero Walk** honoring Rockville's first responders.



1,432

Rockville Senior Center members, an **8 percent increase** over FY 2016.



14

Third graders from Maryvale Elementary School's Linkages to Learning program who participated in a **swimming lesson** at the Rockville Swim and Fitness Center. The students also received swimsuits and goggles through a partnership with the city's Community Services Division and the Rockville Recreation and Parks Foundation.

BEAUTIFICATION

58,765 Bulbs planted.

23,500 Annuals planted.

1,790 Pansies planted.

511 Trees planted.



640 Dead trees removed.

11.3 Acres of new parkland acquired at Woottons Mill Park and the former Chestnut Lodge site on West Montgomery Avenue.

## RECREATION AND PARK ACCOLADES

- Croydon Creek Nature Center, "Bethesda Magazine" Editor's Pick for **Best Kids' Activities**.
- F. Scott Fitzgerald Theatre, "Montgomery Magazine" **Best of Montgomery: Community Theatre**.
- Glenview Mansion at Rockville Civic Center Park received:
  - 2017 The Knot: **Best of Wedding Venues**.
  - 2017 WeddingWire: **Couple's Choice Award**.
  - 2017 "Bethesda Magazine" **Best Date Night Activity**: Wine and Improv.
  - 2017 "Unique Venues": **Best DIY Wedding Venue**.
  - 2017 "Unique Venues": Runner-up **Best LGBTQA Venue**.



## RECREATION AND PARK VISITS



24,400 Croydon Creek Nature Center

50,558 F. Scott Fitzgerald Theatre

25,002 Glenview Mansion at Rockville Civic Center Park

38,066 Lincoln Park Community Center

14,801 Rockville Civic Center Park

37,664 Rockville Senior Center (*Visits to fitness center only.*)

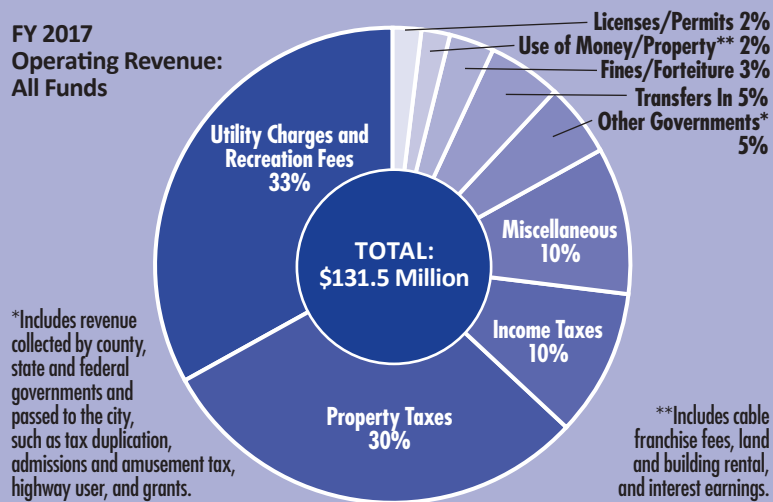
300,000+ Rockville Swim and Fitness Center

83,059 Thomas Farm Community Center

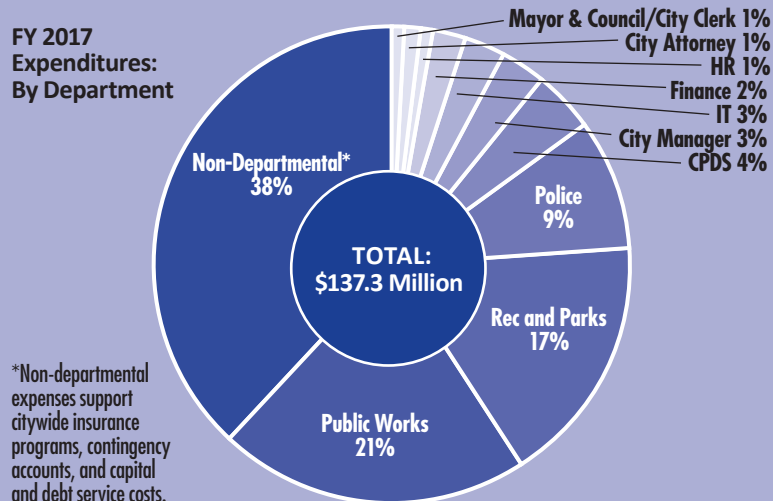
66,578 Twinbrook Community Recreation Center

## THE CITY'S FINANCIALS

FY 2017 Operating Revenue: All Funds



FY 2017 Expenditures: By Department



47

Historically appropriate exterior shutters installed by the Recreation and Parks Department at Glenview Mansion at Rockville Civic Center Park.

160

Miles of **roadways cleared** by the Department of Public Works each time there is measurable snowfall.

35

Miles of publicly owned **side-walks, walkways and pathways cleared** by Recreation and Parks when it snows.



18

City-owned facilities and parks with **parking lots cleared** by Recreation and Parks when it snows.

## ADA: BY THE NUMBERS

City staff completed training on how to better serve people with disabilities, and create greater accessibility to city recreation and parks programs and facilities. Other accomplishments included:

2 Americans with Disabilities Act-compliant **playgrounds and paths installed**, at Dogwood and Orchard Ridge parks.

16 ADA-compliant **spaces added** in the parking lot at the F. Scott Fitzgerald Theatre and Social Hall, which also added an accessible corridor leading to the elevator.

20+ Parks and facilities **accessibility improvements**, including to bathrooms, elevators, parking, cabinets, counters, ramps, athletic courts and exterior routes.



## A COMMUNITY THAT GATHERS TOGETHER

500 Attendees at the **Department of Public Works Equipment Show** on May 25, celebrating National Public Works Week.

1,200 Attendees across four nights of the **Movies in the Parks** series.

15,000 Attendees at the **Antique and Classic Car Show**.

10,000 Attendees at the annual **Independence Day celebration**.

45,000 Attendees at the annual **Hometown Holidays Music Fest**.

20,000+ Attendees at the **Memorial Day Ceremony and Parade**.

3,068 Volunteers who **donated a total of 65,988 hours\*** to Recreation and Parks programs in FY 2017, resulting in a savings to the city of \$1.32 million. (\*Valued at \$20 per hour.)

